



NORTH DAKOTA
DEPARTMENT *of* HEALTH

NEWS RELEASE

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Governor Hoeven Proclaims Fruits & Veggies – More Matters™ Month in North Dakota

Please note: Proclamation follows

BISMARCK, N.D. – Governor John Hoeven has proclaimed March 2007 as Fruits & Veggies – More Matters Month in North Dakota.

Although research indicates that more than 50 percent of adults know they need to eat five or more servings of fruits and vegetables each day, more than 90 percent of all Americans do not eat the recommended amount. To encourage consumers to eat more fruits and vegetables, the North Dakota Department of Health is joining with Produce for Better Health, the U.S. Centers for Disease Control and Prevention and local public health units across the state today to unveil Fruits & Veggies – More Matters.

Fruits & Veggies – More Matters is a new national public health initiative created to encourage Americans to eat more fruits and vegetables – fresh, frozen, canned, dried and 100 percent juice. The initiative is attainable and easy for people to understand; it is simply to eat more fruits and veggies at every eating occasion.

“Fruits and Veggies – More Matters Month in North Dakota is a great opportunity to reach out to all North Dakotans and alert them about this important health initiative,” said State Health Officer Terry Dwelle, M.D. “While research found that Americans are aware of the health benefits of eating fruit and vegetables, most consumers would need to at least double the amount they currently consume in order to meet the new dietary guidelines.”

At an event in Bismarck today, the North Dakota Department of Health will join First Lady Mikey Hoeven, *Healthy North Dakota* spokesperson; Miss North Dakota Annette Olson; Chef

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Stuart Tracy, owner of Pirogue Restaurant in Bismarck; Bismarck Burleigh Public Health, and day-care children from the area to launch the Fruits & Veggies – More Matters initiative. Other events are being held by local public health and grocery stores across the state.

“This new call for a healthier America is easy for people to understand. The message is intentionally simple: to increase consumption, eat more fruits and veggies at every eating occasion,” said Elizabeth Pivonka, Produce for Better Health Foundation president. “Fruits & Veggies – More Matters, with an interactive consumer-targeted website, is designed to give Americans the tools and information they need to help them make better food choices.”

The development of the initiative is being led by Produce for Better Health Foundation and the U.S. Centers for Disease Control and Prevention, in Partnership with The Culinary Institute of America and other organizations committed to achieving increased daily consumption of fruits and vegetables. For more information, visit the following websites: www.fruitsandveggiesmorematters.org; www.ndhealth.gov/5plus5; and www.cdc.gov/fruitsandveggies.

PROCLAMATION
Fruits & Veggies – More Matters™ Month
March 2007

WHEREAS, diets rich in fruits and vegetables can reduce the risk of chronic diseases such as cancer, diabetes, heart disease and stroke; and

WHEREAS, the majority of North Dakotans do not eat the recommended amount of fruits and vegetables; and

WHEREAS, most adults and children will have to more than double the amount of fruits and vegetables they currently consume to meet the Dietary Guidelines for Americans; and

WHEREAS, the North Dakota Department of Health, the U.S. Centers for Disease Control and Prevention, the Produce for Better Health Foundation, and others are partnering in support of Fruits & Veggies—More Matters™, a new national public health initiative created to encourage Americans to eat more fruits and vegetables.

NOW, THEREFORE, as Governor of the State of North Dakota, I do hereby proclaim March 2007, **FRUITS & VEGGIES – MORE MATTERS™ MONTH** in the state of North Dakota.

John Hoeven
Governor

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